



WPTV

ORDER

Print Date 10/18/12

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Flight Dates **10/24/12-10/26/12**

Contract / Revision **315095 /**

Original Date / Revision
10/17/12 10/18/12

Advertiser **West / Republican / Congress**

Agency **Strategic Media Services**

Buying Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Product

Allen West for Congress

Agency Com 15%

Billing Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **Angela 1241 Add**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority FX

Advertiser Ref

Order Share 40% Market Value 54562

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	60%	32737
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	20	\$18,551.25	\$21,825.00	0.00
Totals	20	\$18,551.25	\$21,825.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/26/12	20	\$18,551.25	\$21,825.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	10/24/12	10/26/12	M-F 5-6a M-F 5-6a	CM	5-6a	-- 111--	:30	3	\$500.00	FX	0.00 NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- 111--			3		\$500.00		0.00			
N 2	WPTV	10/24/12	10/26/12	M-F 7-9a M-F 7-9a	CM	7-9a	-- 1-1--	:30	2	\$1,500.00	FX	0.00 NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- 1-1--			2		\$1,500.00		0.00			
N 3	WPTV	10/24/12	10/26/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	-- 1-1--	:30	2	\$500.00	FX	0.00 NM	2	\$1,000.00



WPTV

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Contract / Revision **315095** Flight Dates **10/24/12-10/26/12**

Hiatus Dates

Original Date / Revision 10/17/12/ 10/18/12

Order Sep 00:20:00

Advertiser **West / Republican / Congre** Product **Allen West for Congress** Estimate # **Angela 1241 Add**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WPTV	10/24/12	10/26/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	-- 1- 1--	:30	2	\$500.00	FX	0.00 NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-- 1- 1--					2	\$500.00		0.00		
N 4	WPTV	10/24/12	10/26/12	M-F 1-2p M-F 1-2p	CM	1-2p	--- 1---	:30	1	\$425.00	FX	0.00 NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	--- 1---					1	\$425.00		0.00		
N 5	WPTV	10/24/12	10/26/12	M-F 2-3p M-F 2-3p	CM	2-3p	-- 111--	:30	3	\$350.00	FX	0.00 NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-- 111--					3	\$350.00		0.00		
N 6	WPTV	10/24/12	10/26/12	M-F 5-530p M-F 5-530p	CM	5-530p	-- 11---	:30	2	\$1,600.00	FX	0.00 NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-- 11---					2	\$1,600.00		0.00		
N 7	WPTV	10/24/12	10/26/12	M-F 630-7p M-F 630-7p	CM	630-7p	-- 11---	:30	2	\$3,000.00	FX	0.00 NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-- 11---					2	\$3,000.00		0.00		
N 8	WPTV	10/24/12	10/26/12	M-F 7-730p M-F 7-730p	CM	7-730p	-- 11---	:30	2	\$950.00	FX	0.00 NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-- 11---					2	\$950.00		0.00		
N 9	WPTV	10/24/12	10/26/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	-- 1- 1--	:30	2	\$1,400.00	FX	0.00 NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-- 1- 1--					2	\$1,400.00		0.00		
N 10	WPTV	10/24/12	10/26/12	M-F 730-8p M-F 730-8p	CM	730-8p	--- 1---	:30	1	\$950.00	FX	0.00 NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	--- 1---					1	\$950.00		0.00		
													Totals	20 \$21,825.00